

RED CANOE

— FOUNDATION —


FY 2020 Annual Report



Letter from the Executive Director

October 2020

Greetings!



Another fiscal year ended June 30 for Red Canoe Foundation and a very different spring and summer has ended for all of us. I hope you were able to spend at least some time outdoors, being refreshed and better able to face the challenges of these uncertain times. Research (American Psychological Association: Building your resilience, 2012) identifies four factors that help us manage stress and be resilient in times of trauma and adversity. They are: individual and group connections; body and mind wellness; a sense of purpose and goals; and, healthy thinking. Skills that support these four components can be developed and honed during extended time spent outdoors; this is why we at Red Canoe Foundation believe that it is more important than ever during these times of threat to our climate, our health and ongoing turmoil in our communities to improve young people's access to the wilderness.

In this letter, I am sharing with you the projects on which we have been focusing over the past year. The theme of last year's annual campaign, MOVING FORWARD, reflected the optimism that the Board and I shared about Red Canoe Foundation's development. The thorough re-

branding work we completed which culminated in our new name and website also helped us clarify our mission: *to provide youth access to transformative wilderness experiences*. During this time, we recommitted ourselves to two primary objectives:

1. supporting youth from different socio-economic, racial and cultural backgrounds; and,
2. focusing on wilderness programs with staff support and sufficient program length to enable campers' personal transformation.

Tapping into Camp Wabun's long-standing relationship with Indigenous people, Red Canoe Foundation established plans with Wabun's leadership to support several First Nation campers in the summer of 2020. We were eager to initiate this support which is tied so closely to our mission and intend to continue to fund these scholarships annually.

Our generous supporters were energized and helped us exceed our fundraising goal so that we were able to pledge 60% more in financial support for summer 2020 than we distributed in 2019. Unfortunately, we were not able to execute on these pledges. The Covid-19 pandemic necessitated Camp Wabun's difficult but appropriate decision not to open. The murder of George Floyd and the subsequent social unrest as the country struggled to understand the impact of its long history of racial injustice, precluded Chica-





go Voyager's ability to operate a wilderness trip. Despite this year's setbacks, we look forward to continuing the trajectory of our growth which will allow us to pledge \$56,000 to support youth in the wilderness in 2021.

The organization's growth is evident in more than just fundraising success! In FY 2020, we welcomed Louise Moses and Susannah Ross to our Board and kicked off FY 2021 with the addition of Katie Stauffer in August! We also recognized the hard work and service of two members, Libby Moore and Phoebe Knowles, who stepped off of the Board and have joined our Emeritus Circle of former Board members. Too soon, Libby — a dear friend to many and dedicated champion of our mission — passed away; please read our tribute to her at the end of this report.

We continue to improve our organizational efficiency which, this year, included acquiring a software system for keeping track of and communicating with the Red Canoe Foundation community. With this robust tool, we know that we will be able to stay in better touch with our supporters and connect more effectively with new supporters.

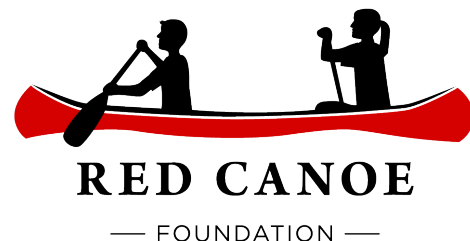
Finally, but definitely not least, we reached an important milestone this summer; we have taken the first, critical steps to establish an Endowment Fund! This Fund will help ensure our ability to continue to serve our mission in a sustainable manner. We are particularly excited about this goal since many of you, our loyal supporters, have wanted to contribute to such a Fund. We

are, indeed, MOVING FORWARD!

While the unprecedented challenges of 2020 prevented us from providing camper support this summer, we have not been disheartened or deterred from continuing the journey forward. Acknowledging the challenges that still lie ahead, we have selected HEADWINDS as the theme for this next year. We remain keenly aware that it is as important as ever to ensure that young people of all races and economic status experience the wilderness. Their experiences will offer them a wellspring of self-confidence, of a belief in the importance of collaborative teamwork, and of a grounded connection with the earth and its natural resources. We thank you, in advance, for your ongoing support of our mission.

May you and your loved ones be healthy and safe,

Gail Coleman, Executive Director
gcoleman@redcanoe.foundation.org



*Red Canoe Foundation is dedicated to providing youth access
to transformative wilderness experiences.*

Chair Letter

Maddy Vertenten is the Chair of the Red Canoe Foundation. Other board members are William Porter, Howard Barnebey, John Moses, Louise Moses, Susannah Ross, Ben Simmons, and Katie Stauffer. For more information, please visit our website at redcanoefoundation.org.

To serve on a 'volunteer board' like Red Canoe Foundation (RCF), is a labor of love. One must have passion for the mission, to propel the activity that is necessary for a young board to survive, and continue. Unlike Monopoly's "Chairman of the Board," volunteer boards aren't tophat-wearing fat cats! They are everyday people with a glint in their eye and on a mission - folks working together toward a common purpose.

In FY20, two RCF leaders ended their tenure with the organization after having served us remarkably well since 2015.

Phoebe Knowles was the founding Chair of the original Friends of Wabun. With her seemingly boundless energy and enthusiasm for long-trips (born of six summers as a Wabun canoeist), she co-created a viable fundraising entity through her partnership with founding Executive Director, **Jason Lewis**. When I joined later, I particularly enjoyed our PR/marketing collaborations, and her keen intellect.

Phoebe passed the Chair(wo)manship mantle into the able care of **Libby Moore**. Libby faced no task without thorough and thoughtful

intention. Her own childhood summers in canoes on Lake Temagami planted the seeds of a deep and reverent devotion to Earth, and the bounty nature offers us as stewards. Under Libby's care, RCF grew ever deeper the roots of our dedication to mission. She certainly inspired a certain wisdom in me, before handing over the reins to my trust in late 2019. This September, Libby passed away, leaving us to continue the work in which she so passionately believed. Please be sure to read our tribute to her in these pages.

In **Phoebe**, **Jason** and **Libby** we have been graced with steadfast leadership and friendship - each of them near and dear to Red Canoe Foundation board members. This summer, we decided to formally recognize this group as our '**Emeritus Circle**,' inviting them to engage with RCF in specific, meaningful ways. We are ever grateful for their initial vision and the time they honor us with their service.



Maddy Vertenten
Chair



Financial Summary: Fiscal Year 2020

Between July 1, 2019, and June 30, 2020 (our fiscal year), the theme for the Annual Giving Campaign was Moving Forward. Additionally, each of our board members gave financially toward our fundraising goal in FY 2020.

Fiscal Year 2020

Revenues

Annual Giving	\$84,792
Gifts to Endowment	\$50,700
Interest	\$114
Visa Rebate	\$57
Total	\$135,663

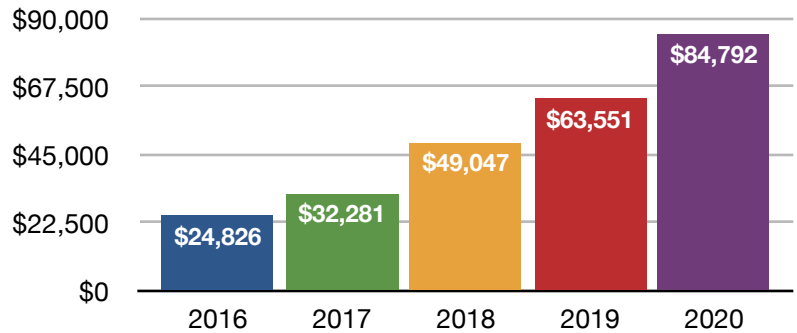
Expenses

Administration	\$40,543
Fundraising	\$9,862
<i>Scholarships (Pledged Only)</i>	<i>\$35,220</i>
Total	\$50,405

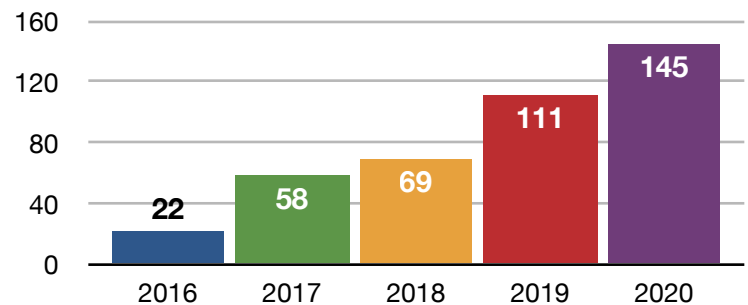
Assets @ End of FY 2020 **\$115,438**

Endowment Fund **\$50,700**

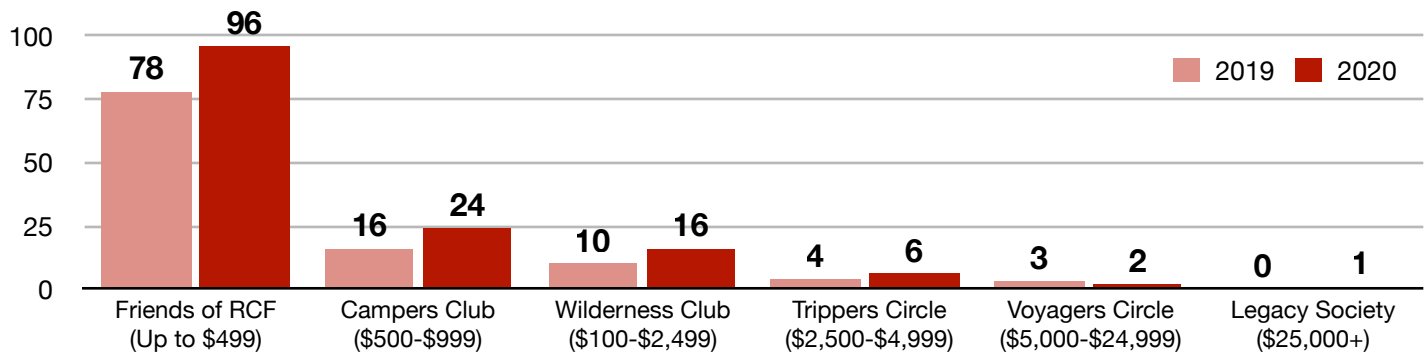
Annual Giving (FY 2016-2020)



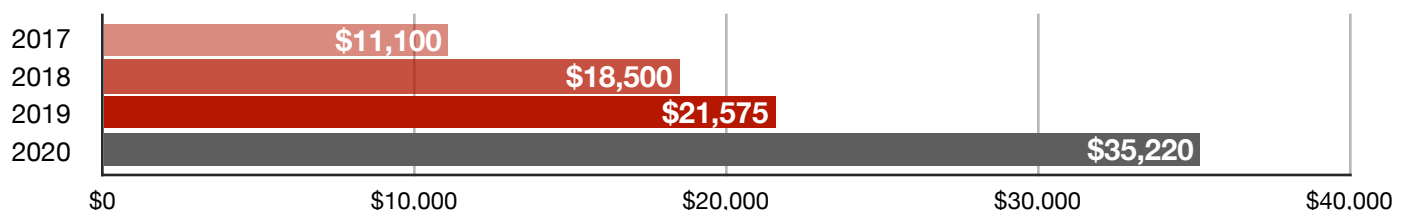
Unique Donors (FY 2016-2020)



Donors By Giving Level (FY 2019 vs FY 2020)



Scholarship Support Provided* (2017-2020)



*2020 Was Pledged Only

Fiscal Year 2020 Donations

We are sincerely grateful to members of the Red Canoe Foundation family for your generous commitment to our mission. You make it financially feasible for youth to gain access to the wilderness. The following list reflects gifts received between July 1, 2019 and June 30, 2020.

Legacy Society (\$25,000 and Above)

Elizabeth Moore

Voyagers Circle (\$5,000-\$24,999)

Margaret Lynch

Susannah Ross and Kevin Barney

Trippers Circle (\$2,500-\$4,999)

Virginia DeLima

Phoebe Knowles

Jessie Moore

Bill and Anne Porter

Sara Purcell and John Reagan

Grace R. Tuckerman

Wilderness Club (\$1,000-\$2,499)

Douglas Addison

Jon Berger

Hardin and Gail Coleman

Lovida Coleman

Kirk Davenport

Stephen and Susan Forbes

Christopher Foster

Suzie and Crawford Hill

Hillmeyer Family

Brinton and Julie Hyde

Greg Hyde

Nathan Hyde

Margaret and Richard Lewis, III

Art and Kathy Malcomson 

Hardwick Simmons

Amanda and Matt Torgeson

Vertenten/Greenwood Family

Campers Club (\$500-\$999)

The Albers Family

John Chester, Jr.

Elizabeth De Lima

Donnelley Foundation

Sarah Flotten

Suzanne Flotten

Patricia Gianakopoulos

Jeff Hartzell

Reine Hewitt

Walter Hinchman

Alan and Polly Hyde

Kirk Johnson

Rose Monahan

Robert Moore

Rosita Moore

Rhonda and Mike Murnane

Will and Julie Parish

Joseph Wood Rutter

B. Thomas Seidman

Strand Family

Hannah Sullivan

Kent Wommack

Friends of RCF (Up to \$499)

Anonymous (3)

Eliza Wicks Arshack

Erik Tress Balsbaugh

Baquie Family

Howard Barnebey

David and Vivian Bichsel

Stephen Blackmer

Neil and Karen Bresolin

Mark Briggs

Shawn and Sarah Brixey

Alex Bruehl

Barbara and Hereward Cattell

Todd Cavalier

Roland Cochran

Aaron and Kate Coleman

Jesse Coleman

John Cross

Savy Dean

Mark and Ann Dillenbeck

Thomas and Eleanor Duffus

James Espy, Jr.

Stephen and Mary Finnegan

John Fiske

Andrew Forbes

Casey Forbes

William Forbes

Robert Forler

Al Freedman

Jennifer and Joseph Giffune

Bill Green and Diane Whitney

Angela Greene

Emma Gwyn

Lee Ann and Tom Hadley

Margot and Peter Hall

Andy and Theresa Hartzell

Dave and Suzie Hattery

Julie Hinchman

Camden Holland

James Kent

Hope Kuniholm

Michael and Monica Lehner

Levin Family



Jason P. Lewis

Jessica Lewis

Fiscal Year 2020 Donations (continued)

We are sincerely grateful to members of the Red Canoe Foundation family for your generous commitment to our mission. You make it financially feasible for youth to gain access to the wilderness. The following list reflects gifts received between July 1, 2019 and June 30, 2020.

John Lewis
Karen Lewis
Graham Lincoln
Peter Lindseth
Claudia Lindsey
The Lippincott Family
Charles Longworth
Longworth and Kreyche Family
The McCarthy Family
Peter and Christina Manning
Laura and Patrick McCarthy
Deborah Monroe
Alan Moore
Rick and Helen Moore
Josephine Moore
Nina Moore
Richard and Barbara Moore
Gina Morris
John Moses
Louise P. Moses
Margot Moses
James Newell
Julie and Karl Nocka
Michael and Martha Parker
Jessie Paulson
Patricia Pendrith
Peter Post
Rosemary Rackl
Jay Moore Reighley
Joshua Royte and Leigh Baker
Maria Ruben
Jessica Sriver
Ben Simmons

Bruce Simonds
Cynthia Spencer and Denny,
Andrew, Paul and Julia Lund
Stacy and Joshua Sterndale
Joseph Sullivan, Jr.
Stephanie Sullivan-Knudsen
Bill Tabor and Elise Fulstone
Cynthia and Lincoln Turner
Lily Turner
Gordie and Tracy Vap
Adam Wallace 
Erik Wright 
Wrede Family
The Zeytoonjian Family

D. Jeffrey Hartzell, Jr.
Bruce W. Hodgins
Paul L. Hyde '44
Joseph Giffune, Jr.
Douglas Knisley
Phoebe Knowles
Richard Lewis, III
Libby Hyde Moore
The John Moses Family
Bill and Anne Porter
William Goodwin Russell
Charlie Scanlon
Dave and Judy Thompson
Ella Vertenten

Matching Gifts:

Many employers sponsor matching gift programs that double or triple the value of any charitable contributions made by their employees. Thank you for utilizing your company's matching gift program. The following generous companies matched gifts in the past year.

Chubb Charitable, Inc.
Illinois Tools Works, Inc.

Tributes:

The following people had gifts donated in their honor or memoriam:

All Wabun Camp Staff
Harriet Berger
Gail Coleman
The Coleman Family
First Responders of the COVID
Pandemic



Matching Gift



Recurring Monthly Gift



If you haven't done so already, please consider sharing your email address with us. To do this, click on the **subscribe** button on our website or scan the QR code to the right.



Every effort has been made to ensure the accuracy of these lists. Please direct any questions or concerns to Gail Coleman, Executive Director, at gcoleman@redcanoefoundation.org.

Applicants' Words: Positive Impacts (Deferred)

RCF received nine applications from Camp Wabun campers for Summer 2020 support. We were excited to be able to pledge partial or full scholarships for all of them and were as disappointed as they when the Camp could not operate. These quotes give us a glimpse into the positive impact that wilderness programming has on young adults.

Why would you like to attend this camp?

"Coming to Wabun has strengthened my sense of self, improved my confidence, helped me become more independent, and allowed me to be the best me I can be."
- Returning Camper

How do you think you will benefit from this experience?

"...I would learn how to live in the moment and stay strong when things get really hard...I want to get more comfortable asking for help and using others' suggestions."
- New Camper

Reason for seeking scholarship:

"(My daughter's) growth and transformation...have been mind-blowing. Wabun teaches self-sufficiency, interdependence, teamwork and the deep value of community and nature."
- Parent of Returning Camper



Likewise, RCF had pledged to support the wilderness programming at Chicago Voyagers this past summer. Sadly, they too were unable to run their extended trip schedule. Here is a story from one young man (his name has been changed) from summer 2019.

Derek, age 18 and a recent high school graduate, had been involved with Chicago Voyagers for one year. When he first joined CV, Derek was determined but quiet, showing some hesitation in opening up to the group. About halfway through the program, the group was discussing immigration and the ways this issue impacted many in the group. Derek started to open up and shared how his family battled homelessness, entrenched poverty, safety issues, and unstable immigration status. This combination of interlocking factors meant Derek

had little access to resources that could help him find a healthy, successful life.

During his time with Chicago Voyagers, Derek was able to work through some of his abandonment issues, identify and strengthen healthy coping mechanisms, and gain important, practical reminders that he's not alone. Derek continues to receive support from CV staff who have helped him prepare for college, working with him on things like applications, essays, and interviews.



Red Canoe Foundation looks forward to providing more scholarships than ever before next summer to enable more campers access to the wilderness.

Libby Moore - in memoriam



A year ago, Libby Moore quietly excused herself from the leadership of Red Canoe Foundation to attend to her health. Spending her days touching the Earth in gratitude (which she invited everyone to practice), basking in quality time with Bob and their children Willson, Nina, and Jo, and completing her forthcoming children's book, *The River of Birds* — all the while receiving treatment for cancer — she was never far from us at Red Canoe.

Libby's experiences canoe tripping as a teenager laid the groundwork for her life. Teamwork,

time for introspection, and the mental and physical strengths she developed became the skills and values she brought to career and family. Discovering the wisdom in 'letting go' of her children as they set off on their own wilderness expeditions, and witnessing the profoundly positive effects on them, propelled Libby to strive to connect more young people with wilderness. She was a founding member of Friends of Wabun in 2015, an integral visionary partner in the re-creation of Red Canoe Foundation and the development of our mission, and led the organization as its chair from 2017 to 2019.

On September 24, we lost our ardent supporter and beloved friend. Libby stepped lightly and was passionate about leaving the world a better place. Her gifts both grounded her in the present and propelled her to embrace future possibilities. Her presence and her work touched many grateful lives.

Libby was deeply committed to our mission to provide access to wilderness experiences for youth of all races; we will continue this work she cherished while keenly missing her encouragement and wise guidance.

How can you support Red Canoe Foundation?

- Share your ideas and suggestions by emailing our Executive Director, Gail Coleman. Her e-mail address is gcoleman@redcanoefoundation.org.
- Visit our website (www.redcanoefoundation.org) and follow the links to make an online donation. Please consider making a monthly recurring donation which helps our strategic planning. If you are interested in contributing to the Endowment Fund or including Red Canoe Foundation in your estate planning, please contact Gail for more information.
- Challenge your fellow campers and staff to reach a donation goal. Be sure to let Gail know so that she can support your efforts!
- Inquire if your employer has a corporate matching gift program.



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